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In the Claims:

- B1
- C
1. (Twice Amended) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:
 - a. printing and publishing a publication with customer advertisements;
 - b. establishing a unique customer identifier for each customer;
 - c. creating a first digital document representing an advertisement image with a unique advertisement identifier and associating the customer identifier with the advertisement identifier;
 - d. creating a second digital document representing an invoice for advertisements and associating the unique customer identifier therewith;
 - e. finding the first digital document in a first advertisement database and copying the first digital document to an invoice database;
 - and
 - f. storing the first and second digital documents in a common file.

B2
1 8. (Twice Amended) A method of constructing a billing statement for advertising customers placing advertisements in print publications, comprising:

- a. creating a printed advertisement image on a printed publication page;
- b. establishing a unique customer identifier for each customer;
- c. creating a first digital document representing the printed advertisement image with a unique print advertisement identifier and associating the unique customer identifier with the unique print advertisement identifier;
- d. creating a second digital document representing an image of the printed publication page containing the printed advertisement image and associating the second digital document with the unique print advertisement identifier;
- e. creating a third digital document representing an invoice for the printed advertisement image including specifying an identifier range for invoiced print advertisements;
- f. finding the first digital document by searching the unique customer identifier in a first database and copying the first digital document to an invoice database and listing each found first digital document as a line item on the invoice;

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B2
B2

g. finding the second digital document and copying the second digital document to the invoice database; and

h. storing the first and second digital documents in a common file associated with the third digital document.

B3

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15.

(Twice Amended) A method of constructing a billing statement

for published advertisements comprising:

a. establishing a unique customer identifier for a customer to be billed;

b. creating a digital billing invoice document and associating the digital billing invoice document with the unique customer identifier and storing the digital billing invoice document in an invoice file;

c. creating a printed advertisement image on a printed publication page;

d. creating a digital advertisement document representing the printed advertisement image with a unique advertisement identifier and associating the unique customer identifier with the unique advertisement identifier and storing the digital advertisement document in an advertisement database;

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Cont

e. creating a digital publication page representing the printed publication page, with the digital advertisement document thereon, and having a unique page identifier; and associating the unique page identifier with the unique advertisement identifier and storing the digital publication page document in a publication page database;

f. searching for digital advertisement documents in the advertisement database according to the customer identifier, identifying digital advertisement documents according to the customer identifier, and copying identified digital advertisement documents to the invoice file;

g. searching for digital publication pages associated with the digital advertisement documents in the publication page database and copying the associated digital publication pages to the invoice file; and

h. cross referencing the billing invoice, advertisement, and publication page digital documents in the invoice file.

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Please add claims 21-26 as follows:

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21. (New) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:
- a. creating a printed advertisement image on a printed publication page;
 - b. establishing a unique customer identifier for each customer;
 - c. creating a first digital document representing at least the printed advertisement image with a unique advertisement identifier and associating the customer identifier with the advertisement identifier;
 - d. creating a second digital document representing an invoice for printed advertisements and associating the unique customer identifier therewith; and
 - e. enabling access to the first digital document through the second digital document.

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22. (New) The method of claim 21 further including the step of creating a third digital document representing the printed publication page image containing the advertisement image and associating the third digital document with the unique advertisement identifier and enabling access to the third digital document through the second digital document.

23. (New) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:

- a. creating a printed advertisement image on a printed publication page;
- b. establishing a unique customer identifier for each customer;
- c. creating a first digital document representing one of the printed advertisement image or the printed publication page with a unique advertisement identifier, and associating the customer identifier with the unique advertisement identifier;
- d. creating a second digital document representing an invoice for advertisements and associating the unique customer identifier therewith; and
- e. enabling access to the first digital document through the second digital document.

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24. (New) The method of claim 22 wherein the step of enabling access includes displaying the first and second digital documents in human readable format.

25. (New) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:

- a. establishing a unique customer identifier for each customer;
- b. creating a first digital document representing a printed and published advertisement image with a unique advertisement identifier and associating the unique customer identifier with the unique advertisement identifier;
- c. creating a second digital document representing a printed and published publication page image containing the printed and published advertisement image and associating the second digital document with the unique advertisement identifier;
- d. creating a third digital document representing an invoice for printed and published advertisements including specifying an identifier range for invoiced printed and published advertisements;

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- e. finding the first digital document by searching the unique customer identifier in a first database and copying the first digital document to an invoice database;
- f. finding the second digital document and copying the second digital document to the invoice database;
- g. storing the first and second digital documents in a common file associated with the third digital document; and
- h. enabling access to at least one of the first and second digital documents through the third digital document.

26. (New) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:

- a. establishing a unique customer identifier for a customer to be billed;
- b. creating a digital billing invoice document and associating the digital billing invoice document with the unique customer identifier and storing the digital billing invoice document in an invoice file;
- c. creating a printed advertisement image on a printed publication page;

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d. creating a digital advertisement document representing the printed advertisement image with a unique advertisement identifier and associating the unique customer identifier with the unique advertisement identifier and storing the digital advertisement document in an advertisement database;

e. creating a digital publication page representing the printed publication page, with the digital advertisement document thereon, and having a unique page identifier; and associating the unique page identifier with the unique advertisement identifier and storing the digital publication page document in a publication page database;

f. searching for the digital advertisement document in the advertisement database according to the customer identifier, identifying the digital advertisement document according to the customer identifier, and displaying the identified digital advertisement document in human readable form;

g. searching for the digital publication page associated with the digital advertisement documents in the publication page database and displaying the identified digital advertisement document in human readable form; and

h. cross referencing the billing invoice, advertisement, and publication page digital documents in the invoice file.